

TIFFANY VU

Stephen M. Ross School of Business
University of Michigan
701 Tappan Avenue, R4323
Ann Arbor, MI 48109

Cell Phone: (734) 276-5909
Office Phone: (734) 936-0375
E-mail: tiffvu@umich.edu
Web: www.tiffanyvu.com

EDUCATION

Stephen M. Ross School of Business, University of Michigan, Ann Arbor, Michigan
Ph.D., Marketing (expected May 2019)

Queen's School of Business, Queen's University, Kingston, Ontario
M.Sc., Marketing

Queen's School of Business, Queen's University, Kingston, Ontario
B.Com. (Honors), Marketing and International Business

RESEARCH INTERESTS

Prosocial Behavior
Moral Consumption
Judgment and Decision Making

MANUSCRIPTS UNDER REVIEW

Ashworth, Laurence, Peter R. Darke, Lindsay McShane, and Tiffany Vu*, "The Rules of Exchange: Evidence that Consumers Demand an Exchange Premium and its Role in Producing the Endowment Effect," Conditional Acceptance at *Organizational Behavior and Human Decision Processes*. *Alphabetical authorship.

Vu, Tiffany and Scott Rick, "Large Steps Toward Small Donations: Reputational Benefits of Nominal Corporate Generosity," Under 3rd round review at *Journal of Consumer Psychology*.

Bagozzi, Richard P., Jason Stornelli, Willem Verbeke, Benjamin E. Bagozzi, Avik Chakrabarti, and Tiffany Vu, "Competition and Trust in Economic Games: Biology Matters, but so do the Environment and Self-Consciousness," Invited for 2nd round at *PLOS One*.

SELECTED RESEARCH IN PROGRESS

Coping with Opportunities for Minimal Generosity (with Scott Rick)

The Relationship between Anticipated Pleasure and Anticipated Pain among Tightwads and Spendthrifts (with Scott Rick)

Tightwads and Spendthrifts as Givers and Receivers of Gifts (with Jenny Olson, Gabriele Paolacci, and Scott Rick)

Perceptions of Consumers Based on Spending on Self versus Spending on Others (with Aradhna Krishna and Scott Rick)

The Role of Moral Emotions and Self Conscious Emotions in Regulating the Consumption of Animal Products (with Rick Bagozzi)

The Experiential Advantage: Who Really Benefits? (with Darwin Guevarra, Ryan Howell, and Ngoc-Han Nguyen)

The Best Things in Life are Things (with Darwin Guevarra and Ryan Howell)

DISSERTATION OVERVIEW

“Inferring Altruism in Consumption Contexts”

Co-chairs: Scott Rick and Rick Bagozzi

Committee members: David Mayer (Management) and Stephen Garcia (Psychology)

Proposal defended in May 2018

My dissertation seeks to understand how people form perceptions of generosity—brands’ generosity, close others’ generosity, and even their own. In particular, my work examines how altruism in consumption contexts (e.g., gifts or donations made with purchases) shapes generosity perceptions. These perceptions are important to understand because they are likely to influence a wide range of behaviors (e.g., a retailer that makes customers feel selfish may discourage subsequent visits from those customers; a customer made to feel generous may subsequently feel licensed to misbehave).

In my first essay, “Large Steps Toward Small Donations: Reputational Benefits of Nominal Corporate Generosity” (job market paper, invited for 3rd round at *JCP*), I examine how consumers evaluate a brand’s generosity based on the numerical attributes of its cause marketing campaign. Cause marketing campaigns often highlight two attributes: the percent-of-proceeds from each purchase to be donated, and the maximum amount of money the company will donate. For example, a recent campaign by Chipotle pledged to donate 50% of its proceeds, up to \$35,000, to a zoo. How do consumers process this information when forming perceptions of the brand’s generosity? I propose that consumers are more familiar with the typical distribution of percentages donated than with the typical distribution of maximum donation amounts. As a result, the percent-of-proceeds donated is easier to evaluate, and consumers are more sensitive to variation in that attribute. Consistent with this reasoning, I find that brands can appear highly generous without actually being highly generous (by pledging a high percent-of-proceeds and a low maximum donation). Comparative context (provided by simultaneously exposing people to

multiple cause marketing campaigns) helps people evaluate the maximum donation attribute and reduces the undue influence of the percent-of-proceeds attribute.

In my second essay, “Tightwads and Spendthrifts as Givers and Receivers of Gifts,” I explore how differences in romantic partners’ feelings toward spending and saving influence their reaction to gifts from one another. Tightwads tend to marry spendthrifts, producing many opportunities for disappointing gift exchanges (e.g., when a tightwad buys a lackluster gift for a spendthrift partner who likes only the finest goods). However, I propose that an expensive gift may be particularly appealing when given by a tightwad. It may signal a real psychological sacrifice (i.e., it was presumably very painful for the tightwad to spend all that money), whereas an expensive gift from a spendthrift (who often buys expensive goods) is nothing special. It is possible that any type of partner enjoys an expensive gift from a tightwad, but it is also possible that only spendthrifts enjoy expensive gifts from tightwads. Tightwad recipients may experience some vicarious pain of paying when their tightwad partner buys them an expensive gift. Indeed, in two studies in which participants react to recent (recalled) expensive gifts and hypothetical expensive gifts, I find that spendthrift recipients are especially satisfied with an expensive gift from a tightwad giver. Tightwad recipients, by contrast, are less moved by expensive gifts, whether they are given by a spendthrift or another tightwad. I am now investigating whether spendthrifts give tightwads too much credit for expensive gifts (i.e., tightwads might not find spending on gifts as painful as they find normal, everyday spending).

In my third essay, “Coping with Opportunities for Minimal Generosity,” I investigate how consumers perceive their own generosity after encountering an unavoidable request for a minimal donation. Whether shopping in stores or online, consumers are inundated with requests (by cashiers or donation prompts) to donate to charitable causes. For example, some retailers, such as Whole Foods run “round up” donation campaigns, where they ask customers whether they would like to round up their purchase to the next dollar, and donate this amount to charity. This translates to requests for donations of as little as one penny. I propose that if the amount requested is relatively minimal, an unintended consequence of compliance is diminished evaluations of one’s own generosity. In other words, the minimal donation could be interpreted as trivial and lacking, consequently resulting in lower self-perceived generosity (compared to if the consumer did not encounter such a request at all). An observational field study provided preliminary support for this account. In ongoing experimental work, I examine whether a randomly assigned request for minimal generosity influences self-perceived generosity and willingness to perform other generous acts.

CONFERENCE PAPER PRESENTATIONS (*PRESENTER)

*Howell, Ryan T., Tiffany Vu, and Darwin Guevarra (2019), “The Best Things in Life are Things,” Society for Consumer Psychology Winter Conference; Savannah, GA.

*Vu, Tiffany, Jenny Olson, Gabriele Paolacci, and Scott Rick (2018), “Tightwads and Spendthrifts as Givers and Receivers of Gifts,” Association for Consumer Research Conference; Dallas, TX.

Bagozzi, Richard P., *Jason Stornelli, Willem Verbeke, Benjamin E. Bagozzi, Avik Chakrabarti, and Tiffany Vu (2018), “Competition and Trust in Economic Games: Biology Matters, but so do the Environment and Self-Consciousness,” Association for Consumer Research Conference; Dallas, TX.

*Vu, Tiffany and Scott Rick (2018), “Reputational Benefits of Nominal Generosity by Corporations,” AMA Marketing and Public Policy Conference; Columbus, OH.

Guevarra, Darwin, Tiffany Vu, Ngoc-Han Nguyen, and *Ryan Howell (2017), “The experiential advantage: Who really benefits?” Happiness Pre-Conference at the Society for Personality and Social Psychology Conference; Atlanta, GA.

*Vu, Tiffany and Scott Rick (2017), “Reputational Benefits of Nominal Generosity by Corporations,” Association for Consumer Research Conference; San Diego, CA.

*Vu, Tiffany and Scott Rick (2017), “Reputational Benefits of Nominal Generosity by Corporations,” Society for Consumer Psychology Winter Conference; San Francisco, CA.

*Vu, Tiffany and Scott Rick (2017), “Reputational Benefits of Nominal Generosity by Corporations,” Data Blitz talk, Judgment and Decision Making Pre-Conference at the Society for Personality and Social Psychology Conference; San Antonio, TX.

- Student Paper Award

*Ashworth, Laurence, Peter Darke, Lindsay McShane, and Tiffany Vu (2015), “The Role of Desires to Trade on Favorable Terms in Producing the Endowment Effect,” Association for Consumer Research North America Conference; New Orleans, LA.

*Ashworth, Laurence, Lindsay McShane, Peter Darke, and Tiffany Vu (2014), “Prices that Feel Good: The Role of Trading Motivation in the Endowment Effect,” Southern Ontario Behavioural Decision Research Conference, University of Guelph, ON.

TEACHING EXPERIENCE

Instructor – University of Michigan

2019 Retail Marketing

2016 Consumer Behavior

Teaching Assistant – University of Michigan

2015 Brand Management (MBA; Rajeev Batra)

2014 Advertising (BBA; Katherine Burson)

Teaching Assistant – Queen's University

2011-2012 Consumer Behaviour (BCom; Laurence Ashworth)

SERVICE ACTIVITIES

Service to the Field:

Competitive Paper Reviewer for European ACR Conference, 2018

Competitive Paper Reviewer for ACR North American Conference, 2018

Working Paper Reviewer for ACR North American Conference, 2017

Working Paper Reviewer for European ACR Conference, 2018

Working Paper Reviewer for SCP Winter Conference, 2017, 2018

Vice-Chair of Communications of DocSIG, 2016-current

Student Volunteer for Interdisciplinary Symposium on Decision Neuroscience, 2018

Student Volunteer for ACR North American Conference, 2015

Service to the University:

Grants Reviewer for Ross School of Business, 2013-current

PhD Forum Officer of Ross Student Forum, 2016-2017

SELECTED AWARDS AND ACHIEVEMENTS

2018 AMA Sheth Foundation Doctoral Consortium Fellow

2017 Milton G. Kendrick and Josephine H. Kendrick Award (School-level award for “overall excellent performance in the PhD program”)

2017 The Effect of Numerical Markers on Consumer Judgment and Decision Making (ACR Conference Travel Grant)

2017 Student Paper Award, Judgment and Decision Making Pre-Conference at SPSP

2011-2012 Queen's Graduate Fellowship

2011-2012 Queen's School of Business Award (Graduate-level award for “overall excellent performance at the Graduate Level”)

2011-2012 Geoffrey H. Wood M.Sc. in Management Award

INDUSTRY EXPERIENCE

2010 – 2011 CMC Microsystems – Marketing and Competitive Intelligence Analyst

2007 – 2010 CMC Microsystems – Marketing Associate

2005 – 2007 CMC Microsystems – Marketing Intern

PERSONAL

Citizenship: Canadian

Languages: English (native), French (intermediate), Spanish (intermediate), Vietnamese (intermediate), Cantonese (basic)

PHD COURSEWORK

University of Michigan

Coursework in Marketing

Applied Sensation and Perception

Aradhna Krishna

Self Presentation & Social Influence on Consumer Behaviour

David Wooten

Consumer Behaviour

Carolyn Yoon

Judgment and Decision Making in Consumer Behaviour

Scott Rick &

Katherine Burson

Advertising, Persuasive Communications, and Branding

Rajeev Batra

Overview of Quantitative Marketing Research

Puneet Manchanda

Quantitative Research Methods

Srinivasaraghavan Sriram

Special Topics in Quantitative Marketing

Fred Feinberg

Estimation Models: Theory and Applications

Kanishka Misra &

Yesim Orhun

Coursework in Psychology

Advanced Social Psychology

Phoebe Ellsworth

Emotion Control & Self-Regulation

Ethan Kross

Attitudes

Allison Earl

Attitudes and Social Judgments

Allison Earl

Classic and Modern Theories of Personality

Robin Edelstein

Basic Cognitive Processes and Cognitive Neuroscience

David Meyer

Decision Consortium

Frank Yates

Other Coursework

Research Design in Social Psychology

Phoebe Ellsworth

Multivariate Statistics I & II

Richard Gonzalez

Structural Equation Modeling

Rick Bagozzi

Dissertation Writing and Writing for Publications

Judy Dyer

Teaching Fundamentals I & II

Karen Bird

Queen's University

Consumer Behaviour I & II

Laurence Ashworth

Marketing Strategy and Management

Peter Dacin

Quantitative Research in Marketing
Qualitative Research in Marketing
Research Methods Workshop

Peter Dacin
Jay Handelman
Julian Barling

REFERENCES

Scott Rick

Associate Professor of Marketing
Stephen M. Ross School of Business
University of Michigan
701 Tappan Ave.
Ann Arbor, MI, USA 48109
(734) 615-3169
srick@umich.edu

Laurence Ashworth

Associate Professor of Marketing
Stephen J.R. Smith School of Business
Queen's University
143 Union St.
Kingston, ON, Canada K7L 3N6
(613) 533-3206
lashworth@business.queensu.ca

Rick Bagozzi

Dwight F. Benton Professor of Behavioral
Science in Management
Stephen M. Ross School of Business
University of Michigan
701 Tappan Ave.
Ann Arbor, MI, USA 48109
(734) 647-6435
bagozzi@umich.edu

Aradhna Krishna

Dwight F. Benton Professor of Marketing
Stephen M. Ross School of Business
University of Michigan
701 Tappan Ave.
Ann Arbor, MI, USA 48109
(734) 764-2322
aradhna@umich.edu